

Principles of Social Media

Social Media Effective Use Checklist

Principle		Notes
Strategy	Social media strategy connects, supports, and enhances an overall internet communications strategy and connects to offline behavior change or action.	
Strategy	Uses listening and engaging techniques to develop a deep understanding of the audience and their “social graphics”	
Strategy	Engages in two-way conversation and relationship building with audience versus blasting out content and messages	
Strategy	Builds relationships with influencers on social media spaces	
Strategy	Easy to remix and share content or repurpose through other channels	
Strategy	Leverages a networked effect by encouraging supporters to self-organize	
Culture	Assesses organizational culture and has strategies to address issues that may prevent adoption	
Capacity	Allocates enough staff time and has the expertise to implement the strategy	
Learning	Launches small pilots and reiterates using the right metrics to understand what is and what isn’t working..	

SMART Objective and Audience Target Group Definition

- What’s your smart objective for using social media?

	Definition	Describe
S	Specific	

M	Measurable	
A	Attainable	
R	Relevant	
T	Time-bound	

See: http://community.sfsymphony.org/group/petrenkotrpceskicontestapril132010?xg_source=activity

Vasily Petrenko conducts the SFS in Shostakovich's Symphony No. 8 and Grieg's Piano Concerto featuring Simon Trpčeski April 1-3, 2010 at Davies Symphony Hall. Win a CD and tickets to attend the Saturday night performance here! Embed your favorite classical music video from YouTube. (via @bean on Twitter)

	Definition	Describe
S	Specific	Focused on having fans embed their favorite YouTube video of classical music on the site. Using for retention or continued engagement and recruitment of new people.
M	Measurable	The number of embedded videos.
A	Attainable	Easy for fans to cut and paste the code into Ning. Incentive for free tickets.
R	Relevant	The winner gets a CD and tickets to attend the concert.
T	Time-bound	The promotion is running ahead of the concert.

- Identify the audience segment you need to reach with your communications objective? The narrower the better. Describe the segment. Are they single ticket buyers or new audiences? How would you describe their demographics? Are they arts lovers or need to be educated?

Audience Segment	Description

- Chart your activities, web content for the year and socialize them

MONTH:	Programs	Education	Promotions	Outreach
Web Site				
Events				
YouTube				
Facebook				
Twitter				

